



**UNITED STATES DEPARTMENT OF COMMERCE**  
**Economics and Statistics Administration**  
**U.S. Census Bureau**  
Washington, DC 20233-0001

**DRAFT November 13, 2012**

**DSSD 2020 DECENNIAL CENSUS R&T MEMORANDUM SERIES #\_\_\_\_\_**

MEMORANDUM FOR      Brian Monaghan  
                                 Chief, Field Division

                                 Kendall Johnson  
                                 Chief, Customer Liaison and Marketing Services Office

From:                      Frank Vitrano  
                                 Acting Chief, Decennial Statistical Studies Division

Prepared By:            Dave Sheppard  
                                 Decennial Statistical Studies Division

Subject:                   Alert on 2013 National Census Contact Test

The purpose of this memorandum is to provide your divisions with information about the 2013 National Census Contact Test (NCCT). This information may be distributed to the Census Bureau call center and/or field regional offices, which may receive questions from the public about this survey.

Please contact David Sheppard at 301-763-9291 with any questions or concerns about this program.

Attachments

cc:

Burton Reist (20RPO)	David Sheppard (DSSD)
Frank McPhillips	Michael Bentley
Amy O'Hara (CARRA)	Gianna Dusch
Michael Berning	Fred Meier
Caleb Miller	Michael Bentley
Mark Tolbert (CLMSO)	Joan M. Hill
Jennifer Smits (CNMP)	Samantha Barron
Neil Tillman	Tim Stewart
Adrienne Oneto (DMD)	Darlene Moul (FLD)
Jane Ingold	
Robert Packard	



## Overview of the 2013 National Census Contact Test

In an effort to reduce costs and increase self-response, the Census Bureau must conduct a series of research projects and tests throughout this decade to fulfill its commitment to explore alternative modes of contacting respondents and collecting data. One of the first tests to support this planning effort is the 2013 National Census Contact Test (NCCT).

The 2013 NCCT will inform 2020 Census testing and planning. The intent is to research and validate the quality of the administrative records files, which contain alternative contact data such as phone numbers and emails, which could help the Census Bureau connect with individuals and households to encourage self-response.

We will initially contact sample households by sending them an advance letter, which states the purpose of the data collection and includes the statement that the 2013 NCCT is mandatory. Several days after conducting the mailout, we will contact sample households by phone to conduct the interview. The test will not utilize paper or Internet data collection.

Please also note the following information about the 2013 NCCT:

- The survey period is January 7, 2013 through January 25, 2013.
- The 2013 NCCT has a national sample of 40,000 households.
- Respondents will be able to call a Telephone Questionnaire Assistance (TQA) phone number (1-866-226-2836) to receive help or to respond over the phone with a TQA agent. Although the TQA line will be staffed with English- and Spanish-speaking interviewers, if a respondent requests another language and an interviewer with those skills is available, the respondent may complete the phone interview in that language.
- Information on the 2013 NCCT is available to the general public through the “Demographic Surveys” page via the “About Us” link on [www.census.gov](http://www.census.gov).



## 2013 NCCT Frequently Asked Questions (FAQs)

### SECTION 1. GENERAL RESPONDENT CONCERNS AND USE OF SURVEY DATA

#### Q1. Do I have to complete this survey?

This survey is mandatory, but will only take about 7 minutes to complete. We are conducting this survey under the authority of Title 13 United States Code Sections 141 and 193. This survey has been approved by the Office of Management and Budget (OMB). For this survey, the OMB approval number is XXXX-XXXX. **[NOTE: OMB approval is pending as of this draft.]**

#### Q2. Why was I selected for this survey?

The U.S. Census Bureau chose your address, not you personally, as part of a randomly selected sample. Your address was selected to represent a cross section of other households in your community. We obtained household phone numbers from multiple sources, such as commercially available data, that have historically been associated with the address.

#### Q3. What types of questions will I be asked?

This survey will ask if the housing unit is rented or owned, it will ask for the names of everyone living in the household and, for each person living in the household, we ask name, relationship to householder, sex, age/date of birth, and race or origin. The survey will also ask for household member's contact information such as cell phone numbers and email addresses, as well as questions associated with the use of these communication methods. This survey will **not** ask for social security number.

#### Q4. How long will it take to complete this survey?

The U.S. Census Bureau estimates that, for the average household, this survey will take about 7 minutes to complete, including the time for reviewing the instructions and answers.

Send comments regarding this burden estimate or any other aspect of this burden to: Paperwork Reduction Project XXXX-XXXX, U.S. Census Bureau, AMSD-3K138, 4600 Silver Hill Road, Washington, DC 20233. You may e-mail comments to [Paperwork@census.gov](mailto:Paperwork@census.gov); use "Paperwork Project XXXX-XXXX " as the subject.

Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget.

#### Q5. I filled out my Census form. Why are you asking me these questions again?

The 2013 National Census Contact Test will help preparation for the 2020 Census. It will evaluate new methods and procedures in an effort to make the next census easier, more convenient, and less costly to taxpayers.

#### Q6. What is the 2013 National Census Contact Test? What is the purpose of the 2013 National Census Contact Test?

The purpose of the 2013 National Census Contact Test is to explore alternative ways to contact households and collect data, in an effort to increase response and reduce costs. If the Census

Bureau can better understand how the public is using technology to communicate, then we can use that information generally to improve how we communicate with the public. Your answers will only be used for statistical purposes, and for no other purpose.

Q7. What are the data used for?

The Census Bureau will not release official population counts from this test. However, your participation in this census test will help the Census Bureau refine new methods to be used in the 2020 Census.

Q8. Will the results be published?

The Census Bureau plans to make results of this study available to the general public. We will not release any individual responses or personally identifiable information. Instead, the Census Bureau will group the responses and summarize them at a higher level such as by demographic categories (e.g., responses by age, gender, or geographical area).

Q9. When will the results be available?

The results of this study will be available in the summer of 2013.

Q10. Will there be other tests?

Yes. The Census Bureau conducts research and testing before each decennial census. Accordingly, the Census Bureau will conduct several tests to prepare for the 2020 Census.

**SECTION 2. TEST SPECIFIC QUESTIONS**

Q11. What will be delivered to sample households?

In early January 2013, all households in the test will receive an advance letter stating the purpose of the survey. Soon after, households will be contacted by phone to answer the survey questions.

Q12. Can I get a paper form?

We do not have a paper or online version of this survey, but it should only take 7 minutes to complete it over the phone.

Q13. What if there is more than one housing unit at the same address?

Please complete the survey for the housing unit we ask about during the telephone interview. If we do not reach the housing unit we intend to reach, we will collect an address and interview the person who answers the phone.

Q14. What if the Census Bureau already completed a survey for my household and I am contacted again?

Please complete the survey request. The Census Bureau conducts a wide variety of surveys. In some cases, a household may be contacted to participate in different surveys within the same time frame (despite our best efforts to prevent this additional burden to respondents). We appreciate your help with our goal of improving the census and appreciate your cooperation.

This particular survey is researching ways to save taxpayer dollars during the next Census as well as make it easier for you to respond.

Q15. Is the Census Bureau going to use the phone numbers and/or emails that I provide to contact me again?

No. This test will use the contact information you provide to evaluate the quality of our survey frame. We are collecting this information for research purposes only and will not use this information to contact you. This information will be kept confidential.

### SECTION 3. LANGUAGE AND DISABILITY CONCERNS

Q16. Non-English language guide / How can I get assistance in another language?

If you need language assistance, the telephone interviewer will help provide assistance in Spanish and other languages available at our call centers.

Q17. I was trying to reach the hearing impaired number. Can you help me?

The telephone number for the hearing impaired is 1-800-XXX-XXXX. You can call between 8 a.m. and 9 p.m., seven days a week (except federal holidays). The telephone call is free.

### SECTION 4. PRIVACY, CONFIDENTIALITY, SECURITY CONCERNS

Q18. Do you share my data with other agencies such as Immigration and Customs Enforcement, the Federal Bureau of Investigations, the Internal Revenue Service, courts, or the police?

No, individual responses **are not shared with anyone**, including government agencies, private organizations, or marketers. It is against the law to disclose or publish any private information (names, telephone numbers, etc.) that identifies an individual or business. We use your information to produce statistics. Your personal information cannot be used against you by any government agency or court and it cannot be obtained with a Freedom of Information Act (FOIA) request.

Q19. How does the Census Bureau protect my survey data?

Federal law protects your information, and we have developed policies and statistical safeguards to help us follow the law and further ensure the confidentiality of your information.

**Federal Law:** Title 13 of the United States Code protects the confidentiality of all your information. Violating this law is a crime with severe penalties.

**Privacy Principles:** Our Privacy Principles are guidelines that cover all of our activities. These principles encompass both our responsibilities to protect your information and your rights as a respondent. They apply to the information we collect and the statistics we publish.

**Statistical Safeguards:** Statistical methods ensure that the statistics we release do not identify individuals or businesses. These methods include extensive review and analysis of all our data

products, as well as disclosure avoidance methodologies such as data suppression and modification.

Your information is confidential and we will never identify you individually. For more information, visit the Census Bureau's Data Protection and Privacy Policy webpage (<http://www.census.gov/privacy/>).

Q20. How/Where did you get my phone number?

The U.S. Census Bureau chose your address as part of a randomly selected sample and then attached phone numbers from multiple sources, such as commercially available data, that have historically been associated with the address.

Q21. How will I know that the phone call is from a legitimate Census Bureau employee?

A. This survey has been approved by the Office of Management and Budget (OMB). For this survey, the OMB approval number is XXXX-XXXX. Anybody that contacts you should be able to provide this same OMB number. For more information about determining if you are part of a legitimate Census Bureau survey, visit [www.census.gov/survey\\_participants](http://www.census.gov/survey_participants) and click the "Household Surveys" tab.